



The Greatest Snow on Earth® ... SKI UTAH **Why it Matters to Utah!**

In Utah, The Greatest Snow on Earth® is more than a simple slogan on a license plate. The motto celebrates one of the State's most precious and delightful resources. The Utah ski and snowboard industry is a vital and important part of Utah's heritage, greatly contributing to the quality of life, which Utahns are privileged to enjoy. While the ski industry measures this resource in inches totaling to 500 inches each season, the famous powder also adds up to dollars and cents.

- 1.) Skiing contributes \$1.173 billion to the state economy. This number has increased 67% since the 2002 Winter Games.
- 2.) The ski and snowboard industry creates 20,000 jobs.
- 3.) As of 2010, Tourism provides \$973.75 of tax relief per Utah household.
**Number provided by Utah Office of Tourism.*
- 4.) 8,000 students participate in the Ski Utah 5th and 6th Grade Passport program each winter.
- 5.) Twenty-five percent of Utahns say they have skied or snowboarded in the past two years.
- 6.) Two in five (43%) Utah households have a skier or snowboarder.
- 7.) Nearly half (48%) of Wasatch Front residents visit Utah ski resorts in the summer.
- 8 e.) Skiing, snowboarding and "mountain living" provides a healthy and positive way for people to connect with family, friends and nature. Ski Utah urges both skiers and non-skiers to take advantage of the many activities that can be experienced in Utah's mountains and at resorts.

For information on Utah's ski and snowboard industry visit www.skiutah.com or contact Ski Utah Director of Communications Jessica Kunzer at jessica@skiutah.com or 801.433.2016.